

LEO BURNETT COMPANY, Inc.

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Another adventure
from the world of
new **BASIC**
pipe tobacco.



SHE: If I could find a tall man . . .

HE: I'm a tall man.



SHE: A man who smokes Basic
pipe tobacco. . .

HE: I smoke Basic pipe tobacco.

SHE: I'd marry him!



HE: You just ruined everything.



Aromatic, irresistible . . . it's BASIC.



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